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THE UNIVERSITY OF ALBERTA
THE EFFECT OF IRRELEVANT COMMUNICATOR
CHARACTERISTICS ON ALCOHOLICS

by



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A THESIS

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The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies for acceptance, a thesis entitled "The Effect of Irrelevant Communicator Characteristics on Alcoholics" submitted by David Gordon McCarley in partial fulfilment of the requirements for the degree of Master of Arts.

ABSTRACT

The purpose of the present study was to investigate the effect an irrelevant communicator characteristic would have on changing the attitudes of alcoholic subjects. The dependent variable was the subject's attitude toward disabled persons. It was predicted that the communication presented by a communicator who shared group membership with the communicatees would significantly change their attitudes in the direction of that communicator. A control group was also run with alcoholic subjects receiving communication from a non-alcoholic communicator. Alcoholic subjects were divided on the basis of their attitude toward other alcoholics. It was predicted that those who saw alcoholics as being dissimilar to non-alcoholics would be more persuaded by the alcoholic communicator than those who viewed alcoholics as similar to non-alcoholics. The prediction was not confirmed by the findings. There was a significant difference found between attitude change scores of the subjects receiving communication from the alcoholic or the non-alcoholic communicator. A significant interaction was also found which indicated that subjects were most influenced by an alcoholic communicator delivering an unfavorable communication, but when a non-alcoholic delivered an unfavorable communication the subjects responded in the opposite direction from the communication and actually viewed the disabled more favorably.

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TABLE OF CONTENTS

	PAGE
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii
INTRODUCTION	1
Empirical Bases of the Problem	1
The Alcoholic Group	8
Reference Group Concept	12
Statement of the Hypothesis	14
METHOD	16
Subjects	16
Measurements	16
Administration and Scoring	20
RESULTS	23
DISCUSSION	31
Attitude Scales	34
Task Situation	35
REFERENCES	37
APPENDICES	40

LIST OF TABLES

TABLE		PAGE
1	Summary of the Results of the Analysis of Variance of Favorable-Unfavorable, Alcoholic-Non-Alcoholic Communicator and Dissimilar-Similar Scores	26
2	Means and Standard Deviations for the Difference Scores Between Form A and Form B	27
3	Comparisons of Means and Standard Deviations on Form A	30

LIST OF FIGURES

FIGURE		PAGE
1	Means for Levels of Direction of Communication at Each Level of Source of Communication	28

LIST OF APPENDICES

APPENDIX		PAGE
A	Instructions I	40
B	ATDP Scale (Form A)	41
C	ATDP Answer Sheet (Form A)	43
D	Instructions II	44
E	Communicator Description (Alcoholic)	45
F	Communicator Description (Non-Alcoholic)	46
G	ATDP Scale (Form A) Completed (Similar)	47
H	ATDP Scale (Form A) Completed (Dissimilar)	48
I	ATDP Scale (Form B)	49
J	ATDP Answer Sheet (Form B)	51
K	ATDP Scale (Form O)	52
L	Means and Standard Deviations for the A and B Scores for Subjects Under the Favorable - Unfavorable, Alcoholic -Non-Alcoholic and Dissimilar-Similar Conditions	54

CHAPTER I

INTRODUCTION

The persuasive effectiveness of a communication has been shown to be influenced by the source of the communication or the communicator. In reference to the characteristics of a communicator, Cohen (1964) has stated that, "Who says something is as important as what is said in understanding the effect of a communication on an attitude (p.23)." Most of the studies concerning communicator characteristics have concentrated on the credibility or trustworthiness of the communicator. Credibility has been described as consisting of "expertness", the extent to which a communicator is perceived to be a source of valid information and "trustworthiness", the degree of confidence in the communicator's intent to communicate the assertions he considers most valid (Hovland, Janis and Kelly, 1953). Investigators of communicator characteristics have typically tested the effectiveness of a communicator by keeping the content of his communication relevant to his given characteristics.

One example is a study by Bowden, Caldwell and West (1934) in which the communicators were men in different professions, e.g., lawyers, educators, engineers, etc. Subjects were presented an economic problem of deciding on the appropriate monetary standard for the United States. The object of the study was to determine the amount of agreement of the subjects with the solutions

presented by the different communicators. It was found that the solutions which were approved most frequently were those attributed to those individuals such as educators and businessmen whose occupations were most closely related to the topic under consideration.

Another study in which the characteristics of the communicator are closely related to the content of the communication is that of Kelman and Hovland (1953). High school students were asked to listen to a recorded educational program in which the communicator advocated extreme leniency in the treatment of juvenile delinquency. Each of three groups of students were presented identical communications while an introductory interview imputed to the communicator either positive, neutral or negative characteristics. For the "positive" source the communicator was described as a juvenile court judge who was highly trained, authoritative and sincere. The "neutral" source was identified as a member of the studio audience who had been chosen at random; no information about him was given. For the "negative" source the communicator was also presented as being from the studio audience, but it was made clear to the communicatees that he had a history of delinquency, was presently involved in some transactions just inside the boundary of the law and was currently out on bail. The results of the study indicated that more lenient treatment of juvenile delinquents was favored most by the group hearing the communication from the positive source.

A consideration which has not received as much research attention is the condition where some characteristics of the communicator bear no objective relevance to the content of the communication. Aronson and Golden (1962) found results which indicated that objectively irrelevant aspects of a communicator were a major source of variance. This did not appear in a gross analysis of their data but was apparent only after they reanalyzed their data controlling for the attitudes of the communicatees toward the communicator. In their study the communication was a speech advocating the usefulness of mathematics. The relevant communicator characteristic was whether the communicator was an engineer or a dishwasher. The irrelevant communicator characteristic was whether the communicator was Negro or Caucasian. One of the findings was that the direction and amount of attitude change was related to the attitudes of the communicatees toward Negroes. Subjects with negative attitudes toward Negroes were undersusceptible to the influence of the Negro communicator while those with positive attitudes were more susceptible to communication from the Negro communicator.

The positive attitudes of a communicatee toward a communicator which lead to increased persuasibility may occur if that communicatee and communicator share similar characteristics, i.e., if the communicatee perceives himself as similar to the communicator. In a study by Burnstein, Stotland and Zander (1961) an adult communicator whose occupation was described as deep sea

diver was presented to groups of grade school children as being either highly similar or of little similarity to the children in background and other attributes. In the similar condition he was described as having been raised in the same town in which the children were now living and had in general led a life very similar to those of the children he was addressing. Under the dissimilar communicator condition he was described as having had amusements and interests quite foreign to those with which the children were familiar. The communicator described a number of his preferences before and after the experiment. It was found that the children adopted more of the sea diving preferences of the similar diver than of the dissimilar diver.

Mills and Jellison (1968) in investigating the persuasive effect of a communicator also found that an audience tends to be more persuaded by a communication the more similar they think the communicator is to themselves. In this study subjects read the same communication with varying descriptions of the communicator. It was found that agreement with the communicator's position was greater when music students read the communication ascribed to a musician and engineering students read a communication ascribed to an engineer than vice versa. The results supported their hypothesis that a communicator will be more persuasive when viewed by an audience as being similar rather than dissimilar to those he addresses.

In the present study it is suggested that a communicator who shares similarity with the communicatees will have a

significant persuasive effect on their attitudes. The communicator characteristic to be investigated will be that of the communicator sharing a membership group with the communicatee, more specifically, an alcoholic presenting a communication to other alcoholics. It is further proposed that this persuasiveness, resulting in attitude change can be traced to the view the communicatee holds of the communicator with whom he shares group membership. The content of the communication will be the communicator's attitude toward physically disabled persons and will be presented in written form and attributed to an alcoholic communicator.

The findings of Aronson and Golden (1962) are particularly relevant here in pointing out the importance of determining communicatees' attitudes toward the communicator with the expectation that having knowledge of the communicatees' attitudes toward the communicator will aid in a more accurate prediction of the influence the communicator will have on attitude change.

The conception of attitude used in the present paper will be primarily that of Sherif and Sherif (1967). These authors state their definition thus:

An attitude may be defined as the individual's set of categories for evaluating a stimulus domain, which he has established as he learns about that domain in interaction with other persons and which relate him to various subsets within the domain with varying degrees of positive or negative affect (p. 115).

Attitude change is generally inferred from an individual's alteration of his original position on a given issue, and in the current study it will be operationally defined as the difference

between the subject's before and after treatment scores on the Attitude Toward Disabled Persons Scale. This would include either positive or negative shifts away from the original position.

Judging from the content of the communication a communicator delivers, his characteristic of being a member of a particular group may be irrelevant, however, a communicator's ascribed status as a member of a group may have a significant effect on his audience. Hovland and Janis (1959) suggest that a communicator who is perceived as belonging to a group to which the communicatee also belongs will be more effective than a communicator who is perceived either as an outsider or a member of a rival group. Therefore a communicator's effectiveness will be enhanced when his affiliation with a political, social or religious organization becomes salient to the audience he addresses. One explanation of an individual's responsiveness to this type of irrelevant communicator characteristic is that the communicatee, through his experience with social influences, acquires expectations regarding the validity of various sources of information. One becomes aware that it is highly rewarding to follow the suggestions of certain persons whereas following the suggestions of others will be less rewarding (Hovland, Janis and Kelly, 1953). This suggests the importance of the conformity motive in the communicatee which stems from membership or affiliation with various social groups.

Sherif and Sherif (1956) have stated that when individuals are faced by a task on which they have no established achievement

level, their own group may provide the main anchorage in setting a goal for performance. Sherif (1935) found that in an unstructured task situation individuals' judgments were influenced by their group, e.g., if there was a rise and fall in the group judgment there would be a corresponding rise and fall in an individual subject's judgment. A similar view is held by Katz and Lazarsfeld (1955) who view interpersonal relations as being anchorage points for individual attitudes, opinions, habits and values. Interacting individuals are seen as collectively and continuously generating and maintaining common ideas and behavior patterns.

In their discussion of group membership, Hovland, Janis and Kelly (1953) stated that there are cases in which an individual will find it necessary to make a judgment and in lacking an expert opinion or a direct reality check will seek another means for validating that judgment. One possible mode of obtaining validation, is through agreement with others or consensus with a group. One question which is central to the present area of concern is why an individual would become motivated to conform to one group rather than another. A comprehensive answer to this question requires an understanding of an individual's motivation to seek and maintain membership in a given group. Hovland, Janis and Kelly (1953) list three criteria which may be involved singly or in any combination in determining an individual's membership in a group:

1. Positive attractions within the group based on friendship for the other members and the desirability of the status and activities which membership makes possible. In determining the net positive attractions of a group, account must be taken of undesirable aspects of the group which must be endured and desirable activities outside the group which must be foregone if membership is to be maintained.
2. Outside threats or deprivations which are avoided by maintaining membership in the group.
3. Restraints which act to keep the person within the group without regard to his desire in the matter.

(Hovland, Janis and Kelly, 1953,
pps. 137 - 138)

In the present study the group under consideration is that of the recovering alcoholic. This is a group of persons attempting to maintain their sobriety. These relatively informal groups of alcoholics have been considered membership groups, and their members' motivation may be considered in the light of the three above-mentioned criteria. Some of the scientific and descriptive literature dealing with alcoholics as a group has considered the alcoholic group to be of a rather homogeneous nature.

Maxwell (1962) states explicitly that the Alcoholics Anonymous group becomes a focal point for the individual, a "new point of orientation." This type of group is seen by Maxwell as being more influential than other groups to which the alcoholic belongs in shaping attitudes. He further states that the relationships found in the group were of an unusual quality characterized by intimacy, mutual acceptance and identification.

Ripley and Jackson (1959) view the alcoholic group as a kind of family which helps the new member gradually to incorporate the norms and patterns of thought of the group. The group serves as a consistent and integrated milieu and relies on implicit social pressures to bring about conformity. Through emulating the behavior of senior members of the group, engaging in interpersonal relationships with group members and being rewarded for acceptable behavior the new members incorporate the standards of the group.

Following a study of Alcoholics Anonymous, Trice (1958) stated that, "A network of mutual obligations, shared emotional problems and reciprocal aid between members engenders an "in-group feeling" (p. 113). Other researchers such as Gellman (1964) have noted a similar phenomenon in groups of alcoholics. "The shared experiences of the group create for the alcoholic a closed world in miniature, a society of its own with common norms and values. The alcoholic is now a member of a selective in-group" (p. 40). The member's companionship and advice are solicited and the formerly isolated, social deviate now finds himself part of a group which may influence much of his everyday life. The member is constantly reminded that the condition of alcoholism is permanent and that continued affiliation with the group is necessary if sobriety and stability are to be maintained. A member is thus provided with the status of alcoholic which has positive connotations. These things are achieved largely through a system of social rewards and punishments. Cain (1964) has reported that the fellowship found in Alcoholics Anonymous, for

example, is at present the most influential force in the field of alcoholism. The basic tenet of Alcoholics Anonymous is that "Alcoholics can, by banding together in a spirit of mutual help and understanding lead relatively normal lives" (p. 62). Alcoholic membership groups are viewed by the above researchers then as social situations in which members are exposed to the behavior standards and attitudes of other alcoholics.

There are divergent views in the literature as to the nature of the alcoholic group. In reviewing the literature dealing with alcoholic groups two general phenomena are apparent. First, that there has been relatively little research directed toward investigating the structure and dynamics of alcoholic groups and second that the reports of people in this area are sometimes contradictory. The following investigators are different from, as has been noted, the above researchers in that they do not view the alcoholic group as being an unequivocally homogenous "in-group."

Tahka (1966) in an extensive study of alcoholics obtained results which point to the diverse character of an alcoholic group. He found that many of the subjects showed an increasing aggressiveness toward their drinking companions and were characterized by a developing isolation during the developing alcoholism.

In his study of Alcoholics Anonymous, Trice (1957) discovered two rather distinct classifications of members, those who affiliated easily with the organization and those who were non-affiliates. Non-affiliates were found to have maintained

group supports and behavior models outside the Alcoholics Anonymous group and were conspicuous in their lack of closeness of contact with the A.A. organization. In studying these two subgroups further, the affiliates and non-affiliates, he found that affiliates regarded themselves as people who often shared their troubles with others. After a few weeks the affiliates were attracted in much greater numbers to the informal interactions that occurred before and after the formal A.A. meetings than were non-affiliates. Trice postulated an "affiliation motive" which he felt was strong in those who became successful members of the A.A. group and was relatively weak in those who did not. Trice's dichotomy of affiliates and non-affiliates points out another possible heterogeneity which may exist within an alcoholic membership group.

Chafetz and Demone (1962) state that there is no single factor, be it psychological, physiological, biological or sociological which can explain alcoholism and that it can best be understood when viewed as arising from multiple and varied overlapping components. They object to the fact that in alcoholism research alcoholics have been categorized into static groups and treated as such.

One of the purposes of the present study is to resolve some of the confusion surrounding the nature of the alcoholic group and to investigate the effect it has on members by attempting to determine members' attitudes toward alcoholics.

When seeking an understanding of an individual's attitudes toward a group the concept of "reference group" may be employed. Sherif and Sherif (1956, 1964) have emphasized the effect of reference groups in the formation and change of an individual's attitudes. They consider that the reference group of an individual is a group with which he identifies or aspires to belong and which in turn provides him with anchorings for the formation and change of his attitudes. Kelly's (1965) elaboration on the comparative function of reference groups also has relevance for the present study. The comparison function is that of serving as or being a standard or comparison point against which an individual can evaluate himself.

A group functions as a comparison reference group for an individual to the extent that the behavior, attitudes, circumstances or other characteristics of its members represent standards or comparison points which he (the member) uses in making judgments and evaluations (p. 213).

Katz and Lazarsfeld (1955) have suggested that such groups actively influence and support most of an individual's opinions, attitudes and actions, and that people often seem to have particular groups in mind when reporting their opinions. They mention further that an individual's attitudes are originated and maintained in common with specifiable others of his associates. Individuals typically belong to a number of voluntary social clubs or groups. Each one has a roughly outlined set of values and goals it supports or defends. An individual does not have to subscribe to all of the stated objectives of the group, but

the probability is that the person originally joined the group because of some agreement with its objectives. Through exposure to the group the possibility exists that such a group will become a reference group for an individual (Bettinghaus, 1968). A group may serve as a membership group and a reference group when the group with which an individual is associating is also the group with which he identifies himself, introjecting its values, norms and attitudes. There are many individuals, however, whose reference groups are not the groups with which they are actually associating daily. This is more likely to occur in highly differentiated societies with multiple groups representing diverse viewpoints and interests.

An example from the literature in which these conditions occur is in Newcomb's (1965) study of attitude change as a function of reference groups. In his longitudinal study of attitude change changes in college co-eds he reports that both the changed attitudes of the great majority and the strong resistance to change by a few could be explained in terms of the reference group concept. The campus membership group became the reference group for the majority who did change their attitudes while associating with this group. For those who resisted change the campus group did not become their reference group, i.e., groups outside the college, family, friends, etc. continued to serve as reference groups. An analysis of the relative importance of the campus group and the outside groups is important in understanding the changes in attitude produced. For the majority of

the co-eds membership in the campus community was sufficient to provide a sense of belongingness, for they had integrated the expectations of the group regarding codes, standards, etc. Campus life did not provide these standards for everyone, however, and consequently those whose reference groups remained outside the campus community did not change their attitudes in accordance with the majority of the college population. Their reference groups remained elsewhere and hence they were relatively indifferent to campus "popular opinion" and resistant to community expectations.

Discovering whether a group serves as a reference group as well as a membership group for an individual then provides information that will aid in predicting how effective a communicator from that group will be in changing that individual's attitudes. If a membership group serves as a positive or negative reference group for an individual, then it would be expected that a communication from a member of that group would tend to be viewed either positively or negatively depending on the particular function the group served for the communicator.

From the preceding line of reasoning, the following predictions can be made concerning communicatees and a communicator from an alcoholic membership group. The more an alcoholic subject sees alcoholics as being dissimilar (different from, requiring special treatment) to non-alcoholics the more he will be influenced by a communication presented by an alcoholic communicator, while those subjects who see alcoholics as being

similar to non-alcoholics will be influenced to a lesser degree. This involves determining if a communication ascribed to an alcoholic communicator will have a greater persuasive effect on those subjects who see alcoholics as being "dissimilar" to rather than "similar" to non-alcoholics. It is predicted that the dissimilar group will be influenced to a significantly greater degree by an alcoholic communicator than will the similar group.

CHAPTER II

METHOD

Subjects

The subjects were 104 male alcoholics involved in treatment with the Division of Alcoholism, Department of Health, Government of Alberta. Experimental subjects ($N = 52$) were drawn from three treatment centers in the following ratio: Henwood Treatment Center, 22 subjects; Edmonton Treatment Clinic, 12 subjects; and the Edmonton Day Clinic, 18 subjects. The age range for the subjects was 21 to 58 years with the mean being 39.37 years. Length of alcoholism of the subjects ranged from one year to 23 years with the mean at 8.26 years.

Control subjects were also alcoholics who volunteered ($N = 52$) in treatment with the Division of Alcoholism and were drawn from two sources in the following ratio: Henwood Treatment Center, 31 subjects and the Edmonton Treatment Clinic, 21 subjects. The Edmonton Day Clinic was no longer available as a source for subjects. The age range for the subjects was 23 to 63 years with the mean being 39.88 years. Length of alcoholism for the subjects ranged from one year to 25 years with the mean being 10.23 years.

Measurements

Materials used for this study included Forms A, B and O of the Attitudes Toward Disabled Persons Scale (ATDP) (Yuker, Block

and Young, 1966). The ATDP was developed after a review of the relevant literature indicated the need for a more precise and objective instrument to measure attitudes toward the physically disabled. In the present study physical disability as a subject area for attitude measurement was chosen for two reasons. Because physical disability is a relatively widespread phenomenon, there is a high probability that subjects will have had some contact with the physically disabled during their lives and will have developed some attitudes toward them. The second reason for choosing physical disability is the nature of the ATDP scale itself. Among its features are the following:

1. It provides a positive-negative scaled measure of attitudes with a high degree of validity and reliability.
2. There are parallel forms which make it possible to assess attitude change.
3. It is relatively short, easy to administer and the scoring is objective.

The ATDP consists of three forms, A, B and O on which a subject may express his degree of agreement or disagreement with a statement on a six point Likert-type scale. Forms A and B are parallel forms which consist of 30 items each (see Appendices B and I). The test-retest reliability for these two forms range from +.78 to +.83 (Yuker, Block and Young, 1966). Information regarding the length of the test-retest interval was not available.

Yuker, Block and Campbell (1960) assume that scores on the ATDP scale indicate whether the respondent tends to view disabled persons as being the same as everyone else or whether he views them as different and/or requiring special treatment.

The validity for the ATDP is largely based upon construct validity. In establishing the validity of the scale with disabled persons, the validating criteria included measures of personality, behavior and self-concept of disabled persons. Validity was established with non-disabled persons by correlating ATDP scores with measures of prejudice and also with other variables that are significantly correlated with attitudes of prejudice. Shaw and Wright (1967) state that the supporting data for the ATDP is better than for most scales and that it seems adequate for research purposes.

Form 0 consists of 20 items and its reliability coefficients have been reported from +.66 to +.89. In order to obtain an estimate of alcoholics' attitudes toward other alcoholics Form 0 was adapted into what might be considered an "Attitude Toward Alcoholic Persons Scale." The modification was basically the same as that used by Freed (1964) in which Form 0 was changed by substituting the word "alcoholic" for "disabled." This modified Form 0 was employed in the present study. Two items which referred to children were inappropriate and were omitted. Form 0, which now contained 18 items, provided a means of measuring attitudes toward alcoholics (see Appendix K).

The three forms of the ATDP were mimeographed on 8-1/2"

x 14" white paper as were the answer sheets for Forms A and B (see Appendices C and J). The test materials were arranged into a booklet containing the following pages. The first page was entitled "Instructions I" on which the "purpose" of the experiment was presented along with the instructions for proceeding with the task (see Appendix A). Following this page was Form A of the ATDP followed by its answer sheet. Next in the booklet was a sheet with the title "Instructions II" which explained further the purpose of the experiment and gave further instructions (see Appendix D). In the Instructions II the subject was asked to read a short description of the communicator to be found on the following page (see Appendix E) and also asked to complete Form B which was to be found immediately after the page describing the communicator. The fictitious communicator's "attitudes" were given on a Form A answer sheet and were circled in red by the experimenter. This answer sheet was marked to present a general attitude in which the physically disabled were seen as being highly similar or greatly dissimilar to the non-disabled (see Appendices G and H). The communicator's total attitude score on this Form A answer sheet approximated plus or minus two standard deviations from the mean based on normative data provided by Yuker, Block and Young (1966). The total score for all the items for the dissimilar answer sheet was set at 60, and the total score for all the items for the similar answer sheet was 150. In half of the booklets the communicator's answer sheet was marked with scores which totalled 60, and the remaining half of the answer sheets were marked at 150.

Following the short message describing the communicator was Form B and its answer sheet. The last page of the booklet contained the modified Form O which asked for the subject's attitudes toward alcoholics.

Materials and instructions were identical for the experimental and control subjects with the exception of the source of the communication. For the control condition the subjects received communication from a communicator described exactly as the one for the experimental subjects except the word "alcoholic" was omitted from the communicator's description (see Appendix F).

Administration and Scoring

The administration of the test materials was conducted at three of the treatment facilities of the Division of Alcoholism: the Edmonton Treatment Clinic, the Edmonton Day Clinic, and Henwood Treatment Center. The test materials were administered to subjects as a group at Henwood Treatment Center and individually at the Edmonton Treatment Clinic and the Edmonton Day Clinic. All the subjects were volunteers who responded to the following message:

I am conducting some private research in connection with the University. This research has nothing to do with the Division of Alcoholism, and it is not necessary that you put your name on it. The task is to give your attitudes toward physically disabled people. It will take about 30 minutes to complete. Would you mind helping me?

Subjects were given the booklet containing the attitude materials, a pencil and these instructions, "Just read the

instructions on the first page and feel free to ask any questions you may have about anything that is unclear. You may begin."

Subjects could complete the booklet without further instructions and generally finished the booklet in 30 to 45 minutes. All the attitude materials for each subject were contained in the booklet he was given, and when the subject completed this booklet, this ended his participation in the study.

Forms A, B and O modification of the ATDP were scored in accordance with the scoring procedure given in The Measurement of Attitudes Toward Disabled Persons by Yuker, Block and Young (1966). The scoring for all three forms is objective, and all booklets were scored by the experimenter.

Difference scores were calculated for each subject to measure the effectiveness of the communicator in influencing the subject's attitudes in the direction of the communication. These consisted of the difference between the subject's scores on Form A and Form B. It was possible to determine whether a subject was persuaded in the direction of the communicator's message or in the direction opposite from the message. For subjects who received the favorable communication (score of 150) scores on A were subtracted from scores on B. When an unfavorable communication (score of 60) was given, scores on B were subtracted from scores on A.

For example, if a hypothetical subject scored 100 on Form A, then depending on the condition he would receive a communicator's message (on the Form A answer sheet) marked with either

150 (favorable) or 60 (unfavorable) as a total score. If this subject after receiving the communication scored 110 on Form B and the communication was favorable, the formula applied was $(B - A)$. The amount of attitude change would be $110 - 100 = +10$. The 10 indicates that the subject moved 10 points on the attitude scale after the communication and the sign, positive in this case, indicates that the change was in the direction of the communication, 110 being a movement toward 150.

If a second hypothetical subject had received an unfavorable communication (communicator's score = 60) and obtained the same scores, 100 on Form A and 110 on Form B then this scoring formula would be applied $(A - B)$: $100 - 110 = -10$. This also indicates that the subject moved ten points on the scale after the exposure to the communication but the negative sign indicates that it was in the direction opposite from the communication, a score of 110 after an initial score of 100 being a movement away from 60.

CHAPTER III

RESULTS

For the experimental (alcoholic communicator) condition there were two levels for each of the two factors: attitude toward alcoholics (similar or dissimilar) and direction of the communication (favorable or unfavorable). The same conditions were present for the control (non-alcoholic) condition. Fifty-two subjects were assigned to the experimental group, and 52 subjects were assigned to the control group. In the experimental group the subjects' scores on the Attitude Toward Alcoholic Persons Scale were divided at the median which was 49. Subjects scoring above the median were defined as having perceived alcoholics as being similar to non-alcoholics; conversely, those with scores below the median were defined as having perceived alcoholics as being different from or dissimilar to non-alcoholics. Half of the subjects for both the similar group and dissimilar group received the favorable communication ($N = 13$), and the remaining half for both groups received the unfavorable communication ($N = 13$). In the control group (non-alcoholic communicator) the subjects were divided into the similar-dissimilar conditions, median equal to 51, and were also assigned the favorable-unfavorable conditions.

Ideally there would have been 13 subjects in each cell for each of the similar-dissimilar and favorable-unfavorable conditions for both the experimental and control groups. After the division

at the median, however, some cells did not have 13 subjects per cell. In order to fill the cells with an equal number of subjects to facilitate computation, after the initial group of 52 subjects was run for both the experimental and control groups, some subjects were subtracted randomly as well as additional subjects run to complete the number required for the analysis of variance (13 subjects in each cell for both groups). Three subjects were subtracted randomly and three subjects added to the experimental group in order to balance the cells with an equal number of subjects. In the control group two subjects were subtracted randomly and two subjects added. A $2 \times 2 \times 2$ analysis of variance was then calculated on the 104 subjects' attitude change scores, i.e., the difference scores between A and B. The results are given in Table I.

In order to determine whether there were differences between the difference scores of those subjects in the group administration and those to whom the booklet was administered individually, a t test was computed on the scores of experimental subjects run under each of the three conditions. This test yielded a non-significant t of .10. To test for the effect of location of administration an analysis of variance was computed on the difference scores of these subjects from the three treatment centers. A non-significant F of .01 was obtained.

A significance test was computed for the control subjects in order to test for a location effect and a group versus individual administration difference. A t test run on the

difference scores yielded a non-significant t of. 1.18.

In order to determine whether there was any relation between the subjects' age and attitude change scores a correlation was computed. This yielded a non-significant correlation of +.10.

TABLE 1

Summary of the Results of the Analysis of Variance of
 Favorable-Unfavorable, Alcoholic-Non-alcoholic
 Communicator and Dissimilar-Similar Scores

Source	Sum of Squares	df	Mean Square	F	
Fav.-Unfav. (A)	225.8	1	225.08	1.03	n.s.
Alc.-Non-alc. (B)	930.00	1	930.00	4.27	<.05
Dissim.-Sim. (C)	25.00	1	25.00	0.11	n.s.
A x B	1,577.16	1	1,577.16	7.25	<.05
A x C	301.24	1	301.24	1.38	n.s.
B x C	2.16	1	2.16	0.00	n.s.
A x B x C	54.08	1	54.08	0.24	n.s.
Error	20,865.23	96	20,865.23		
Total	23,979.99	103			

The analysis of variance revealed that the amount of attitude change for those who view alcoholics as dissimilar to non-alcoholics was not significantly different from those who view alcoholics as similar to non-alcoholics. No significant main effects were found with regard to the direction of communication, i.e., whether the communicator gave a favorable or unfavorable communication. The source of the communication effect (alcoholic or non-alcoholic) was significant at the .05 level.

TABLE 2

Means and Standard Deviations for the Difference
Scores Between Form A and Form B

	Alcoholic	Non-alcoholic
Fav.	2.2 (14.2)	4.0 (13.2)
Unfav.	7.1 (15.2)	-6.6 (14.3)

Only one significant interaction was obtained and that was involving the direction of communication and the source of communication. The interaction is shown in the following figure (see Figure 1). An examination of the means of the significant interaction indicated that an alcoholic is more effective than a non-alcoholic in influencing an audience of other alcoholics toward

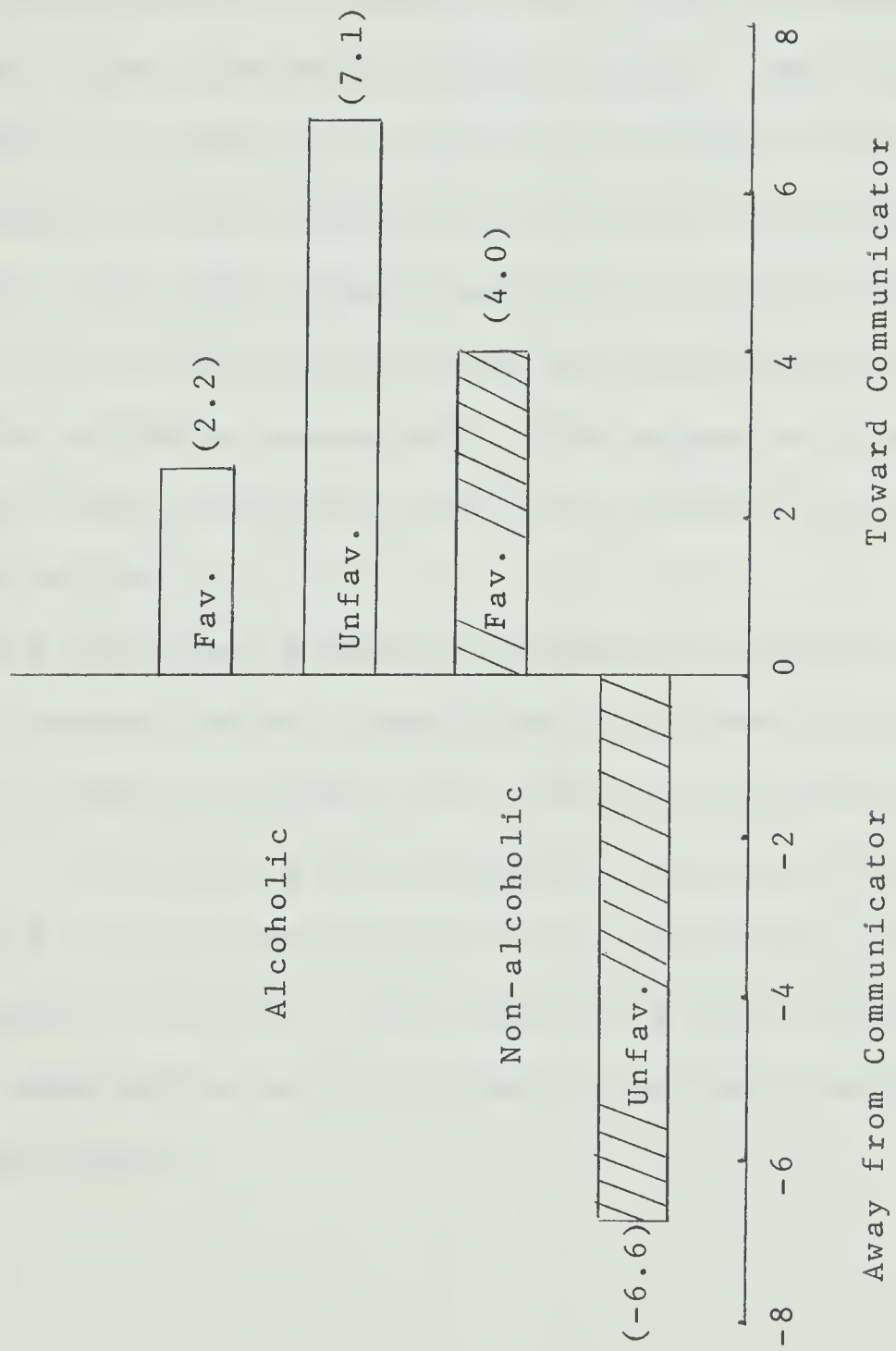


Fig. 1 Means for Levels of Direction of Communication at Each Level of Source of Communication.

his position if he delivers an unfavorable communication. It was also found that if a non-alcoholic communicator delivers an unfavorable communication the audience will not be persuaded in the direction of the communication but will in fact change their attitudes in the opposite direction from the position advocated by the non-alcoholic communicator. When considering all conditions, then, the most attitude change was shown when an alcoholic delivered an unfavorable message (subjects felt more unfavorable toward disabled persons as a result of this communication). The next largest amount of attitude change was produced when a non-alcoholic delivered an unfavorable communication. Here the subjects responded in the opposite direction, however, and felt more favorable toward the disabled as a result of this communication.

The means and standard deviations for the Form A scores and Form B scores for all conditions are given in Appendix L.

In order to compare the scores of alcoholics in the present study to the norms given by Yuker, Block and Young (1966) the mean and standard deviation for all subjects on Form A are presented in Table 3. The norms of Yuker, Block and Young (1966) are a compilation of the norms of various studies in which the ATDP was used.

TABLE 3

Comparisons of Means and Standard Deviations on Form A

	Sex	Non-disabled	Mean	S.D.	N
Yuker, et al	Male	Form A	106.65	20.7	337
McCarley	Male	Form A	107.9	16.9	104

CHAPTER VI

DISCUSSION

The main finding of the present study was that the alcoholic communicator had a significantly greater effect in changing subjects' attitudes than the non-alcoholic communicator, i.e., the magnitude of the difference scores was significantly greater for those subjects receiving communication from the alcoholic than the non-alcoholic communicator. This finding is in line with other findings in the literature which indicate that a communicator who is presented as being from an individual's membership group may bring about a significant attitude change (Burnstein, Stotland and Zander, 1961, and Mills and Jellison, 1968). To further investigate and delineate this phenomenon the idea of determining the alcoholics' attitudes toward other alcoholics on a similar-dissimilar dimension was employed. The results offered no support for the hypothesis of an increased persuasibility of subjects who view alcoholics as dissimilar to non-alcoholics over those subjects who view alcoholics as similar to non-alcoholics.

In examining the significant interaction it was found that when subjects received an unfavorable communication from an alcoholic communicator there was a large amount of attitude change in the direction of the communication. When subjects received an unfavorable communication about the disabled from a non-alcoholic communicator a contrast effect occurred, and the

subjects responded in a more favorable manner toward the disabled, i.e., they responded in the direction opposite from that of the message. The source of the communication and the topic of communication may have affected subjects differentially to produce this contrast effect.

Sherif, Sherif and Nebergall (1965) have stated that contrast effects may occur when a topic or issue is highly familiar to subjects, and they are highly ego-involved in their stands on it; when the discrepancy between the subject's initial attitude and the communication is increased to its possible limits, and also when the communicator is not highly prestigious or is a member of an unfriendly reference group. There is the possibility that subjects were differentially ego-involved with the topic (disability) and positively identified themselves as alcoholics with the disabled. Hence when an extremely unfavorable communication about the disabled, which came from a relatively non-distinct source, was presented to subjects the result was a shift away from the position advocated. When the alcoholic communicator delivered the unfavorable communication, however, the subjects responded primarily and strongly to the salient cue for them, the characteristic of the communicator (an alcoholic) and were persuaded in the direction of the alcoholic communicator's message.

The significant interaction, then, suggests that whether a communicator is an alcoholic or not and whether his message is favorable or unfavorable may have a significant effect on the

alcoholic communicatee. It further suggests that the most effective way of changing alcoholics' attitudes to an unfavorable position toward the disabled would be to have an alcoholic communicator deliver an unfavorable communication. If the task were to change alcoholics' attitudes to a more favorable position toward the disabled, and this would probably be the more likely objective, then the most effective means would be to have a non-alcoholic deliver an unfavorable communication and to expect a contrast effect in which subjects would respond in the direction away from the communication and toward a more favorable position.

The results of the present research point to, in one instance, the danger in making generalizations to alcoholics as a whole. Groups of alcoholics are at times, however, considered homogeneous without further investigation, and it is in this instance perhaps that these findings may have some bearing. The finding, that there was a significant interaction between the direction and the source of the communication, should have heuristic value for those involved in education and treatment in the field of alcoholism. The traditional assumption held by Alcoholics Anonymous that only an alcoholic can understand and help another alcoholic (Cain, 1964) should be examined empirically. Variables such as content of the communication, characteristics of the communicator and personality variables in the alcoholic communicatees should be investigated and manipulated in controlled studies. If alcoholics are to be made patient-counselors and group therapists working with other

alcoholics as suggested by Slaughter and Torno (1968), then further research in this area is necessary. As much of an alcoholic's treatment involves attempts at attitude change either explicitly or implicitly, understanding the most effective means of accomplishing such change demands prime consideration. A more thorough knowledge of the effects of the characteristics of the communicator both relevant and irrelevant appears necessary for broader understanding in working with alcoholics.

Attitude Scales

The Attitude Toward Alcoholic Persons Scale employed in this study, which did not allow for prediction of attitude change based on the subject's attitudes toward alcoholics, may not be a powerful enough instrument for the purposes intended. On the basis of the findings in the present research the construct similar-dissimilar is not adequately critical to allow a bipolar discrimination of alcoholics' attitudes toward other alcoholics. The failure of the Attitude Toward Alcoholic Persons Scale points to the necessity of having more highly discriminative and thoroughly researched instruments before undertaking further research in this area. A scale with high validity in measuring the attitudes of alcoholics toward other alcoholics would have extensive clinical and research applications. Just as the ATDP has provided a means for probing into the neglected area of physical disability an alcoholic attitude scale would enlarge the circumference of understanding of the alcoholic and his group.

Task Situation

The motivation of subjects asked to complete the booklet might subjectively be described as average. Although all subjects were volunteers there were varying degrees of involvement in the task ranging (in the experimenter's subjective judgment) from enthusiasm to passive-aggressive resistance. The strength of the independent variable, the communication, may not have been powerful enough in its effect to make a significant impression on subjects. There is something of a dilemma involved in choosing the mode of presentation. One may choose what is held to be the most potent method of communication (Bettinghaus, 1968), i.e., actual face-to-face communication, but with this mode come many irrelevant communicator characteristics which may stimulate idiosyncratic responses in the subjects. If the more controlled method of written communication is used, however, as in the present study, the effect may not be powerful enough to elicit the desired effect.

The present study might be considered a preliminary study in this area of investigation for in a review of the literature no studies were uncovered which have systematically considered the ramifications of alcoholic communicators delivering messages to alcoholics. This study was in part an effort to explore one aspect of the alcoholic communicator-communicatee paradigm and to enlarge somewhat the knowledge of the alcoholic group through this approach. Several observations have been made regarding the complexity of a communication paradigm using these subjects

and the need for improved and more precise instruments for investigating this area. Such observations suggest the need for further research.

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APPENDIX A
INSTRUCTIONS I

The following attitude scale is being used to determine what different groups of people think about physically disabled persons. This scale has been given to a large number of alcoholics in Eastern Canada. At present we are interested in finding what the attitudes of alcoholics in Western Canada are toward the physically disabled.

The scale on the following page is designed to measure your attitudes toward the physically disabled. Please read the instructions carefully and mark each statement.

APPENDIX B

FORM A 12/20/64

ATDP SCALE

READ EACH STATEMENT AND PUT AN "X" IN THE APPROPRIATE COLUMN ON THE ANSWER SHEET. DO NOT MAKE ANY MARKS ON THE QUESTION SHEETS.

PLEASE ANSWER EVERY QUESTION

1. Disabled people are often unfriendly.
2. Disabled people should not have to compete for jobs with physically normal people.
3. Disabled people are more emotional than other people.
4. Most disabled persons are more self-conscious than other people.
5. We should expect just as much from disabled as from non-disabled persons.
6. Disabled workers cannot be as successful as other workers.
7. Disabled people usually do not make much of a contribution to society.
8. Most non-disabled people would not want to marry anyone who is physically disabled.
9. Disabled people show as much enthusiasm as other people.
10. Disabled persons are usually more sensitive than other people.
11. Severely disabled persons are usually untidy.
12. Most disabled people feel that they are as good as other people.

13. The driving test given to a disabled person should be more severe than the one given to the non-disabled.
14. Disabled people are usually sociable.
15. Disabled persons usually are not as conscientious as physically normal persons.
16. Severely disabled persons probably worry more about their health than those who have minor disabilities.
17. Most disabled persons are not dissatisfied with themselves.
18. There are more misfits among disabled persons than among non-disabled persons.
19. Most disabled persons do not get discouraged easily.
20. Most disabled persons resent physically normal people.
22. Most disabled persons can take care of themselves.
23. It would be best if disabled persons would live and work with non-disabled persons.
24. Most severely disabled people are just as ambitious as physically normal persons.
25. Disabled people are just as self-confident as other people.
26. Most disabled persons want more affection and praise than other people.
27. Physically disabled persons are often less intelligent than non-disabled ones.
28. Most disabled persons are different from non-disabled people.
29. Disabled persons don't want any more sympathy than other people.
30. The way disabled people act is irritating.

APPENDIX C

CODE # _____

ATDP SCALEANSWER SHEET
FORM A

Use this answer sheet to indicate how much you agree or disagree with each of the statements about disabled people on the attached list. Put an "X" through the appropriate number from +3 to - 3 depending on how you feel in each case.

+3 I AGREE VERY MUCH

-1 I DISAGREE A LITTLE

+2 I AGREE PRETTY MUCH

-2 I DISAGREE PRETTY MUCH

+1 I AGREE A LITTLE

-3 I DISAGREE VERY MUCH

PLEASE ANSWER EVERY ITEM

(1)	-3	-2	-1	+1	+2	+3	(16)	-3	-2	-1	+1	+2	+3
(2)	-3	-2	-1	+1	+2	+3	(17)	-3	-2	-1	+1	+2	+3
(3)	-3	-2	-1	+1	+2	+3	(18)	-3	-2	-1	+1	+2	+3
(4)	-3	-2	-1	+1	+2	+3	(19)	-3	-2	-1	+1	+2	+3
(5)	-3	-2	-1	+1	+2	+3	(20)	-3	-2	-1	+1	+2	+3
(6)	-3	-2	-1	+1	+2	+3	(21)	-3	-2	-1	+1	+2	+3
(7)	-3	-2	-1	+1	+2	+3	(22)	-3	-2	-1	+1	+2	+3
(8)	-3	-2	-1	+1	+2	+3	(23)	-3	-2	-1	+1	+2	+3
(9)	-3	-2	-1	+1	+2	+3	(24)	-3	-2	-1	+1	+2	+3
(10)	-3	-2	-1	+1	+2	+3	(25)	-3	-2	-1	+1	+2	+3
(11)	-3	-2	-1	+1	+2	+3	(26)	-3	-2	-1	+1	+2	+3
(12)	-3	-2	-1	+1	+2	+3	(27)	-3	-2	-1	+1	+2	+3
(13)	-3	-2	-1	+1	+2	+3	(28)	-3	-2	-1	+1	+2	+3
(14)	-3	-2	-1	+1	+2	+3	(29)	-3	-2	-1	+1	+2	+3
(15)	-3	-2	-1	+1	+2	+3	(30)	-3	-2	-1	+1	+2	+3

APPENDIX D
INSTRUCTIONS II

The first answer sheet you completed was given for a "warm-up" or practice. This answer sheet you are asked to fill in will be used as the measure of your true attitudes.

The purpose of this research is to discover how people's attitudes toward the physically disabled compare. It is known that different people have different attitudes toward the physically disabled. On the following two pages there is a short description of one person and how he answered the attitude scale. Just read his answers over and see what his attitudes are, then mark in your attitudes in the space provided on the blank attitude scale, Form B.

APPENDIX E

The attitudes of Mr. H. are given on the following page. His attitudes are those of the typical or average Eastern Canadian alcoholic.

After you have seen what his attitudes are toward the physically disabled, please fill in Form B.

APPENDIX F

The attitudes of Mr. K. are given on the following page. His attitudes are those of the typical or average Eastern Canadian.

After you have seen what his attitudes are toward the physically disabled, please fill in Form B.

APPENDIX G

CODE # _____

ATDP SCALEANSWER SHEET
FORM A

Use this answer sheet to indicate how much you agree or disagree with each of the statements about disabled people on the attached list. Put an "X" through the appropriate number from +3 to -3 depending on how you feel in each case.

+3 I AGREE VERY MUCH

-1 I DISAGREE A LITTLE

+2 I AGREE PRETTY MUCH

-2 I DISAGREE PRETTY MUCH

+1 I AGREE A LITTLE

-3 I DISAGREE VERY MUCH

PLEASE ANSWER EVERY ITEM

(1)	-3	(-2)	-1	+1	+2	+3	(16)	-3	-2	(-1)	+1	+2	+3
(2)	-3	-2	(-1)	+1	+2	+3	(17)	-3	-2	-1	+1	(+2)	+3
(3)	(-3)	-2	-1	+1	+2	+3	(18)	(-3)	-2	-1	+1	+2	+3
(4)	-3	-2	-1	(+1)	+2	+3	(19)	-3	-2	-1	(+1)	+2	+3
(5)	-3	-2	-1	+1	+2	(+3)	(20)	-3	(-2)	-1	+1	+2	+3
(6)	(-3)	-2	-1	+1	+2	+3	(21)	-3	-2	-1	(+1)	+2	+3
(7)	(-3)	-2	-1	+1	+2	+3	(22)	-3	-2	-1	+1	+2	(+3)
(8)	-3	-2	(-1)	+1	+2	+3	(23)	(-3)	-2	-1	+1	+2	+3
(9)	-3	-2	-1	+1	+2	(+3)	(24)	-3	-2	-1	+1	+2	(+3)
(10)	-3	(-2)	-1	+1	+2	+3	(25)	-3	-2	-1	+1	+2	(+3)
(11)	(-3)	-2	-1	+1	+2	+3	(26)	-3	(-2)	-1	+1	+2	+3
(12)	-3	-2	-1	+1	+2	(+3)	(27)	(-3)	-2	-1	+1	+2	+3
(13)	(-3)	-2	-1	+1	+2	+3	(28)	-3	-2	(-1)	+1	+2	+3
(14)	-3	-2	-1	+1	(+2)	+3	(29)	-3	-2	-1	+1	+2	(+3)
(15)	-3	(-2)	-1	+1	+2	+3	(30)	-3	(-2)	-1	+1	+2	+3

APPENDIX H

CODE # _____

ATDP SCALEANSWER SHEET
FORM A

Use this answer sheet to indicate how much you agree or disagree with each of the statements about disabled people on the attached list. Put an "X" through the appropriate number from +3 to -3 depending on how you feel in each case.

+3 I AGREE VERY MUCH

-1 I DISAGREE A LITTLE

+2 I AGREE PRETTY MUCH

-2 I DISAGREE PRETTY MUCH

+1 I AGREE A LITTLE

-3 I DISAGREE VERY MUCH

PLEASE ANSWER EVERY ITEM

(1) -3 -2 -1 (+1) +2 +3

(16) -3 -2 -1 (+1) +2 +3

(2) -3 (-2) -1 +1 +2 +3

(17) -3 -2 -1 +1 (+2) +3

(3) -3 -2 -1 +1 (+2) +3

(18) -3 -2 -1 (+1) +2 +3

(4) -3 -2 -1 (+1) +2 +3

(19) -3 -2 (-1) +1 +2 +3

(5) -3 -2 -1 (+1) +2 +3

(20) -3 -2 -1 +1 (+2) +3

(6) -3 -2 -1 (+1) +2 +3

(21) -3 -2 (-1) +1 +2 +3

(7) -3 -2 -1 +1 (+2) +3

(22) -3 -2 -1 +1 +2 (+3)

(8) -3 -2 -1 (+1) +2 +3

(23) -3 (-2) -1 +1 +2 +3

(9) -3 -2 (-1) +1 +2 +3

(24) -3 -2 (-1) +1 +2 +3

(10) -3 -2 -1 +1 (+2) +3

(25) -3 -2 (-1) +1 +2 +3

(11) -3 -2 -1 (+1) +2 +3

(26) -3 -2 -1 (+1) +2 +3

(12) -3 (-2) -1 +1 +2 +3

(27) -3 -2 -1 (+1) +2 +3

(13) -3 -2 -1 +1 +2 (+3)

(28) -3 -2 -1 (+1) +2 +3

(14) -3 (-2) -1 +1 +2 +3

(29) -3 (-2) -1 +1 +2 +3

(15) -3 -2 -1 (+1) +2 +3

(30) -3 -2 -1 (+1) +2 +3

APPENDIX I

FORM B 12/20/64

ATDP SCALE

READ EACH STATEMENT AND PUT AN "X" IN THE APPROPRIATE COLUMN ON THE ANSWER SHEET. DO NOT MAKE ANY MARKS ON THE QUESTION SHEETS.

PLEASE ANSWER EVERY QUESTION

1. Disabled persons are usually friendly.
2. People who are disabled should not have to pay income taxes.
3. Disabled people are no more emotional than other people.
4. Disabled persons can have a normal social life.
5. Most physically disabled persons have a chip on their shoulder.
6. Disabled workers can be as successful as other workers.
7. Very few disabled persons are ashamed of their disabilities.
8. Most people feel uncomfortable when they associate with disabled people.
9. Disabled people show less enthusiasm than non-disabled people.
10. Disabled people do not become upset any more easily than non-disabled people.
11. Disabled people are often less aggressive than normal people.
12. Most disabled persons get married and have children.
13. Most disabled persons do not worry any more than anyone else.

14. Employers should not be allowed to fire disabled employees.
15. Disabled people are harder to get along with than those with minor difficulties.
16. Severely disabled people are harder to get along with than those with minor disabilities.
17. Most disabled people expect special treatment.
18. Disabled persons should not expect to lead normal lives.
19. Most disabled people tend to get discouraged easily.
20. The worst thing that could happen to a person would be for him to be physically disabled.
21. Disabled children should not have to compete with non-disabled children.
22. Most disabled people do not feel sorry for themselves.
23. Most disabled people prefer to work with other disabled people.
24. Most severely disabled persons are not as ambitious as other people.
25. Disabled persons are not as self-confident as physically normal persons.
26. Most disabled persons don't want more affection and praise than other people.
27. It would be best if a disabled person would marry another disabled person.
28. Most disabled people do not need special attention.
29. Disabled persons want sympathy more than other people.
30. Most physically disabled persons have different personalities than normal persons.

APPENDIX JANSWER SHEET
FORM B

CODE # _____

ATDP SCALE

Use this answer sheet to indicate how much you agree or disagree with each of the statements about disabled people on the attached list. Put an "X" through the appropriate number from +3 to -3 depending on how you feel in each case.

+3	I AGREE VERY MUCH	-1	I DISAGREE A LITTLE
+2	I AGREE PRETTY MUCH	-2	I DISAGREE PRETTY MUCH
+1	I AGREE A LITTLE	-3	I DISAGREE VERY MUCH

PLEASE ANSWER EVERY ITEM

(1)	-3	-2	-1	+1	+2	+3	(16)	-3	-2	-1	+1	+2	+3
(2)	-3	-2	-1	+1	+2	+3	(17)	-3	-2	-1	+1	+2	+3
(3)	-3	-2	-1	+1	+2	+3	(18)	-3	-2	-1	+1	+2	+3
(4)	-3	-2	-1	+1	+2	+3	(19)	-3	-2	-1	+1	+2	+3
(5)	-3	-2	-1	+1	+2	+3	(20)	-3	-2	-1	+1	+2	+3
(6)	-3	-2	-1	+1	+2	+3	(21)	-3	-2	-1	+1	+2	+3
(7)	-3	-2	-1	+1	+2	+3	(22)	-3	-2	-1	+1	+2	+3
(8)	-3	-2	-1	+1	+2	+3	(23)	-3	-2	-1	+1	+2	+3
(9)	-3	-2	-1	+1	+2	+3	(24)	-3	-2	-1	+1	+2	+3
(10)	-3	-2	-1	+1	+2	+3	(25)	-3	-2	-1	+1	+2	+3
(11)	-3	-2	-1	+1	+2	+3	(26)	-3	-2	-1	+1	+2	+3
(12)	-3	-2	-1	+1	+2	+3	(27)	-3	-2	-1	+1	+2	+3
(13)	-3	-2	-1	+1	+2	+3	(28)	-3	-2	-1	+1	+2	+3
(14)	-3	-2	-1	+1	+2	+3	(29)	-3	-2	-1	+1	+2	+3
(15)	-3	-2	-1	+1	+2	+3	(30)	-3	-2	-1	+1	+2	+3

APPENDIX KATDP SCALE

Mark each statement in the left margin according to how much you agree or disagree with it. Please mark every one. Write +1, +2, +3, or -1, -2, -3: depending on how you feel in each case.

+3	I AGREE VERY MUCH	-1	I DISAGREE A LITTLE
+2	I AGREE PRETTY MUCH	-2	I DISAGREE PRETTY MUCH
+1	I AGREE A LITTLE	-3	I DISAGREE VERY MUCH

- | | | |
|-------|-----|---|
| _____ | 1. | Alcoholic persons are just as intelligent as non-alcoholic ones. |
| _____ | 2. | Alcoholics are usually easier to get along with than other people. |
| _____ | 3. | Most alcoholics feel sorry for themselves. |
| _____ | 4. | Alcoholics are the same as anyone else. |
| _____ | 5. | It would be best for alcoholics to live and work in special communities. |
| _____ | 6. | It is up to the government to take care of alcoholics. |
| _____ | 7. | Most alcoholics worry a great deal. |
| _____ | 8. | Alcoholics should not be expected to meet the same standards as non-alcoholics. |
| _____ | 9. | Alcoholics are as happy as non-alcoholics. |
| _____ | 10. | Chronic alcoholics are no harder to get along with than social drinkers. |

- _____ 11. It is almost impossible for an alcoholic to lead a normal life.
- _____ 12. You should not expect too much from alcoholics.
- _____ 13. Alcoholics tend to keep to themselves much of the time.
- _____ 14. Alcoholics are more easily upset than non-alcoholics.
- _____ 15. Alcoholics cannot have a normal social life.
- _____ 16. Most alcoholics feel that they are not as good as other people.
- _____ 17. You have to be careful of what you say when you are with an alcoholic.
- _____ 18. Alcoholics are often grouchy.

APPENDIX L

Means and Standard Deviations for the A and B Scores for
Subjects Under the Favorable-Unfavorable, Alcoholic- Non-Alcoholic
and Dissimilar-Similar Conditions

			<u>Means</u>	<u>S.D.</u>
<u>A Scores</u>				
Favorable	Alcoholic	Dissim.	107.8	13.5
		Sim.	111.5	18.3
	Non-alcoholic	Dissim.	107.0	17.2
		Sim.	113.0	19.5
Unfavorable	Alcoholic	Dissim.	112.6	19.5
		Sim.	102.6	12.6
	Non-alcoholic	Dissim.	103.1	12.0
		Sim.	105.7	19.7
<u>B Scores</u>				
Favorable	Alcoholic	Dissim.	108.0	15.6
		Sim.	115.9	25.4
	Non-alcoholic	Dissim.	110.8	23.6
		Sim.	117.4	22.4
Unfavorable	Alcoholic	Dissim.	102.6	24.2
		Sim.	98.3	12.3
	Non-alcoholic	Dissim.	108.1	18.5
		Sim.	114.0	18.1

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